

**REMARKS/ARGUMENTS**

Various claims are being amended or are being added, as indicated above. No new matter is introduced by virtue of the above claim amendments.

In the Office Action, claims 1-4, 9-12, 17-20, and 25-28, and 37-38 were rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Wesinger Jr. et al. (USP 5,778,367) in view of Talati et al. (USP 5,903,878) and further in view of Microsoft SQL Server 6.5 Unleashed and further in view of de l'Etraz et al (USP 6,073,138) and further in view of Yoshinaga (USP 5,962,829) and further in view of Govindarajan. Applicants respectfully traverse the rejection.

The Examiner correctly admits that Wesinger does not specifically disclose "sending an authentication email to the user, wherein a reply to said authentication email is required to complete said creation". In an attempt to overcome the deficiency of Wesinger, the Examiner relies on Talati in an attempt to show various alleged features.

The Examiner correctly admits that Wesinger does not specifically disclose "allowing the setting of privacy levels by the user for each said field, said setting comprising selecting one of more than two privacy levels so that the user controls data shown in each said field to another user based upon the selected privacy level for each said field wherein the user can set the privacy level to private, semi-private, or public for each field in the electronic business card". In an attempt to overcome the deficiency of Wesinger, the Examiner relies on Microsoft

SQL Server 6.5 Unleashed in an attempt to show various alleged features.

The Examiner correctly admits that Wesinger does not specifically disclose "to export electronic business card data from said records to a file readable by a contact management program". In an attempt to overcome the deficiency of Wesinger, the Examiner relies on de l'Etraz in an attempt to show various alleged features.

The Examiner correctly admits that Wesinger does not specifically disclose "allowing the user to indicate a location of the user prior to an expiration date". In an attempt to overcome the deficiency of Wesinger, the Examiner relies on Yoshinaga in an attempt to show various alleged features.

The Examiner correctly admits that Wesinger does not specifically disclose "sending an electronic mail by the user to a recipient, wherein the electronic mail contains a signature hypertext link that permits the recipient to access the electronic business card file web site in order to create a new electronic business card file for the recipient and to access information in a permitted field of the electronic business card file of the user". In an attempt to overcome the deficiency of Wesinger, the Examiner relies on Govindarajan in an attempt to show various alleged features.

Independent claim 1 distinguishes over the combination of Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination at least by reciting, a method wherein *"wherein the user can set the privacy level to Private, Semi-Private, or Public by*

*selecting a Private icon, Semi-Private icon, or Public icon, respectively, for a corresponding field in the electronic business card file*”, and such recited features are not disclosed or suggested in the cited references.

Additionally, these recited features were indicated in the office action by the Examiner as allowable subject matter.

Furthermore, it would not have been obvious to modify Wesinger with Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan because the combination would require a substantial reconstruction and redesign of the elements disclosed in the primary reference. (See MPEP 2143.01). For example, there is no suggestion in the references on how to modify the elements in the Wesinger to perform the steps as recited in claim 1. Furthermore, the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination do not suggest or disclose any interface circuitry, modules, systems, methods, and/or techniques that permit the elements disclosed in Wesinger to perform the steps as recited in claim 1. Therefore, the modification of Wesinger, as suggested in the Office Action, is improper.

Accordingly, claim 1 is patentable over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination.

Various claims depend from claim 1 and are patentable over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination for at least the same reasons that claim 1 is patentable over the same combination. Each of these

depended claims further distinguishes over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination by reciting additional features.

Independent claims 9, 17, and 25 are each patentable over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination at least for the same reasons that claim 1 is patentable over the same combination.

Accordingly, each of the claims 9, 17, and 25 is patentable over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination.

Various claims depend from one of claims 9, 17, and 25 are patentable over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination for at least the same reasons that claim 1 is patentable over the same combination. Each of these dependent claims further distinguishes over the Wesinger, Talati, Microsoft SQL Server 6.5 Unleashed, de l'Etraz, Yoshinaga, and Govindarajan combination by reciting additional features.

For the above reasons, Applicant requests reconsideration and withdrawal of this rejection under 35 U.S.C. §103.

In the Office Action, claims 7, 8, 15, 16, 23, 24, 31, and 32 were rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Wesinger Jr. et al. (USP 5,778,367) as applied to claims 1, 9, 17, and 25 above, and further in

view of Mehovic (USP 6,122,642). Applicants respectfully traverse the rejection.

As noted above, claims 1, 9, 15, and 25 are patentable over the cited references for various reasons. Claims 7, 8, 15, 16, 23, 24, 31, and 32 depend from one of the claims 1, 9, 15, and 25 are patentable over the combination of Wesinger and Mehovic for at least the same reasons that claims 1, 9, 17, or 25 is patentable over the same combination.

In the Office Action, claims 33-36 were rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Wesinger Jr. et al. (USP 5,778,367) in view of Taliti and further in view of Microsoft SQL Server 6.5 Unleashed and further in view of Mehovic. Applicants respectfully traverse the rejection.

As noted above, claims 1, 9, 15, and 25 are patentable over the cited references for various reasons. Similarly, claims 33-36 are patentable over the Wesinger, Taliti, Microsoft SQL Server 6.5 Unleashed, and Mehovic combination for at least the same reasons that claims 1, 9, 17, or 25 is patentable over the same combination.

Various new claims are being added and recite features that are not disclosed in any of the cited references.

For the above reasons, Applicants respectfully request allowance of the above pending claims.

If the undersigned attorney has overlooked a teaching in any of the cited references that is relevant to the

allowability of the claims, the Examiner is respectfully requested to specifically point out where such teachings may be found.

CONTACT INFORMATION

If the Examiner has any questions or needs any additional information, the Examiner is invited to telephone the undersigned attorney at (805) 681-5078.

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Respectfully submitted,  
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